

Reimagining Palmetto Scene 2.0



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South Carolina Educational Television

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I. Introduction

The Mission of South Carolina Educational TV (SCETV) is to enrich lives by educating children, informing and connecting citizens, by celebrating our culture and instilling the joy of learning. Producing, a local weekly show called Palmetto Scene helps us to reach the goal by offering a magazine style program that caters to viewers of all age groups that live in the state and surrounding areas. This program educates and entertains our viewers on arts, culture, history, travel and sports in our State. It airs weekly on Thursday's at 7:30pm. I noticed a decline in viewership and ratings. Surely, a local program that features stories from South Carolina should see better results. I also noticed that we were having issues internally with getting the program ready for broadcast.

After having conversations with my managers, I quickly found out that this program was having an identity crisis and could use a reimage. Merriam-Webster defines reimage as: to create a new image of someone or something such as to impress a new conception of something upon a group of people (**Merriam-Webster**). The ratings of this program ranged as low as a .30 and as high as a .60. To put these numbers in perspective, getting a 1.0 rating for any show in public TV is very good.

I was ready to start the process of building a team and getting buy in from team members to commit to going through the process. The team was built with the Palmetto Scene Producers and various other team members representing other departments. I was able to put together a team of 10 participants.

Prior to the meeting, I sat down with the Executive Producer and discussed an agenda. We wanted our first meeting to focus on briefing the team on what the CPM project was about and for all team members to understand the model of the show; who the show catered to, how the show was put together etc. It was supposed to be an introductory meeting. I was full of excitement and had a feeling of “we can do this!!” What I bumped into was a meeting where the Producers of the show showed us all the reasons why they were having trouble with the weekly show. The conversation went from lack of resources (people), lack of resources (equipment), story tellers (producers) not meeting deadlines, and not even being able to use our studios due to fixes that needed to happen. It was just awful. I wasn’t prepared to deal with a total chaotic process. I was drained after hearing how bad the show process really was. I had to figure out how to turn it around before we got out of our first meeting. So, I managed to get everyone motivated enough to come up with some simple ideas that we had total control over and could reasonably do. Those ideas were:

1. Produce a generic promo for both radio and TV to engage our audience
2. Produce a weekly promo for TV for the upcoming show
3. Tag individual groups/people in promoting shows on social media
4. Give a facelift including upbeat wraps and create a faster pace between segments
5. Update our set for the show
6. Do a survey and send out on social media, education contacts, staff to get feedback

We also discussed how many shows we could reasonably do in 52 weeks.

I must say that after that meeting, I had the feeling of “what in the world have I done?” Out of all the things to pick, why did I jump into this?

II. Problem Statement

The goal of the project is to research the up/down ratings from month to month and the variances in viewership of Palmetto Scene. The program ratings can go from being low, 0.26 to a pretty good rating of 0.60. At the present time, the show is not on the proper track for creation of show ideas, continuity of show topics, getting wraps done in studio (introductions of each segment), promotion of episodes, and promotion of episodes on social media. This CPM project will attempt to get the program on track (internally) and implement fresh new show ideas, engage with our community and give our audience the quality programming from a local perspective while connecting this mission with increased viewership/ratings.

III. Data Collection

I decided to use two measurements: 1) Nielsen TV research data (**Appendix 1 & 3**) and, 2) Survey Monkey (**Appendix 2**), to get a sample of feedback from viewers of the weekly program. I thought these two methods would be good to track our progress through statewide audience measurement as well as hearing directly from the audience.

My first step was to gather Nielsen data from 2018 to see the fluctuation of ratings from the last part of that year, September – December 2018. This gave me a good sample to see how we were doing, so I could monitor where we were going. I wanted to present a sample to compare data from end of year 2018 and end of year 2019 data for (Sept – Dec). [**As of the time of this report, Dec. 2019 data will not be released until Feb.10th**]

I also gathered information from both internal viewers and external viewers by providing a survey monkey questionnaire. Since there was a dip in viewership, I asked specific questions to viewers to see if there was interest in broadcasting this local South Carolina program. The questionnaire was available through promotion from our social media manager, who directed viewers to take the survey from Facebook and Instagram. We sent out the survey directly to our distribution list of contributors, education contacts, as well as an email with a link for internal employees to participate in the survey. We had 52 participants take the survey.

(Appendix 2)

IV. Data Analysis

The data appears to be all over the place. Comparing 2018 to the same time period in 2019, shows variance in viewership. For example, during the last four months of the year (Sept-Dec. 2018) the programs in November and December 2018 showed its highest ratings of 0.60. I wasn't sure why, as we were holding on by a thread internally to put these shows together. We weren't promoting the programs properly either. I decided to dig a bit further to see what kind of programs were scheduled. During the month of Sept. 2018, the Nielsen measurement period was from August 23 – September 19th. These dates are National television survey dates conducted by Nielsen research. All programming that air during this time period will get measured **(Appendix 1)**. We had three shows measured during this time. The show topics for this time period was: **Show# 1815: The Great American Read, Summer Reading, Show #1818: Interesting Places in SC and Show#1819: Local SC Artists and Memorial for Mother Emanuel Church.** The month of September yielded a .26 rating. These were all topics that our audience

gave feedback on via survey monkey (**Appendix 2**). According to question 6: What kind of stories would you like to see on PS? Our viewers (82.35%), wanted to see history/culture, Arts and Entertainment (74.51%), and Local Travel at (76.47%). These show topics hit on the top themes for our audience. I drilled down just a bit further and realized that for the month of September; all shows were repeats. Most of them had repeated from its original air over the summer. It's possible that viewers did not tune in again for these September episodes. It's possible during the month of September, our viewers were looking for the premiere of new shows, since September and October are when the new season of programs are slated from the summer break. I decided to see what was happening with the month of Oct. 2018. This month yielded a 0.30 rating. A tad bit higher, still not that great, but this time, I noticed that out of the 4 shows that aired during the September 27 – Oct. 24th measurement, 3 shows were new and (1) a repeat. Again, according to the show titles we presented, and according to survey monkey, these shows are what our viewers wanted to see. I was excited to see the results for the month of November (measurement from 10/25 – 11/21) and December (measurement from 11/29 – 12/26) 2018 data. Both months yielded a 0.60. This is a good rating for this show. November, we had three (3) shows that aired during that measurement period. All three shows were new. The topics for the month were, **#1824: Fitness training, Nutrition and Sports**, **#1825: Honoring our SC Veterans and #1826: Comedians**. The topics for the month of November, were all topics that viewers wanted to see according to the survey. The final measurement for the year was the month of December 2018. Due to our pledge drive, we were only able to broadcast two shows during the measurement period. We had one new show **#1827: Historic Theatres and Historic Homes** and a repeat show, **#1728: Christmas at Biltmore**,

Patrick Davis and Principal of the Year. The premiere date for show #1728 was in 2017.

According to survey, all topics in the program were shows viewers wanted to see. One new show, one repeat in this month, but very possible viewers could relax and enjoy the episodes during the holidays. What I was able to notice from these episodes is that the topics were all themed related instead of separate unrelated segments in an episode.

I decided to move on to the data for 2019 (**Appendix 3**). I pulled the data for the last 3 months of the year, September 2019 – November 2019 (**Note: At time of this research, data for December 2019 will not be released until February 10th and will not be included in paper**).

September is the month that I gathered a committee together. It was at this meeting, we learned that internally, because of resources (people) and resources (equipment), that putting a show together was a challenge. We did not have enough people to work on the segments needed for the show, therefore, we were using a mixture of new segments and repeated segments to create a show for broadcast. We also found that some producers were unable to meet deadlines because they were pulled to work on other projects. We had a lot of work, but not enough people to do the work. That's when we decided as a group, that we wanted to create a new image of this show and work on the things that would enhance the show (pg.4), create new content and repackage segments.

The data for September 2019 appears to be holding steady with a rating of .31. The measurement period is from 8/29 – 9/25. We captured four episodes during this measurement period. While this rating is low, it doesn't seem to be going lower. In comparison of the year prior, September 2018, it would appear, we slightly increased in rating. We hadn't done

anything to enhance the show at this point, so there was nothing new here. I then pulled the ratings for October 2019. The measurement period for this month was from 10/3 – 10/30. The ratings for this broadcast was at .37. There was a slight increase from September 2019 to October 2019. This was the show that we were able to make some adjustments. We were able to update the wraps around the segments and create a faster pace between segments. It was also Halloween, so we were able to create a themed show for this holiday. We had viewers commenting on twitter and Facebook about the Halloween show and how this was the first time they watched the show. This made us very happy, but what was shocking is that I did a test on placement of the program. I scheduled a later primetime broadcast of the program. I wanted to see if there was an audience there. To my surprise, I saw a significant spike in ratings. The rating jumped to a .60. It appeared that at 8:30pm, we had an audience. Perhaps this was the issue, it needed to be in a primetime slot. I couldn't wait to see the data for the month of November. Could we be on to something? Finally, the November 2019 measurements were in. The measurement period was from 10/31-11/27. We were able to measure four (4) episodes in that month. The 7:30pm broadcast looked consistent; the rating was a .31. Nothing out of the ordinary, we made minor changes but still not all the changes we discussed in the September meeting. I was curious to see what the 8:30pm broadcast, would show. Would we see a .60 again this month? I'm afraid, we did not. In fact, the rating for the 8:30pm show was significantly lower than the 7:30pm broadcast. The rating fell to a .18. My initial thought of a primetime broadcast didn't fare well during this month. It also put to rest that just because a local program is scheduled during a primetime broadcast, does not guarantee a ratings booster **(see Appendix 4)**.

Show titles for Sept, Oct. Nov. 2019:

September

#1918 – Cecil Williams, Women VisionSC
#1922 – Crabbing, Drag Racing
#1923 – 30th Anniversary of Hugo
#1924 – Country Music

October

#1925 – Women's Basketball, Racing
#1926 – Poss. Institute, Store of Hope
#1921* – Civil Rights*repeat
#1927 – Interesting South Carolinians
#1928 – Very Spooky Palmetto Scene

November

#1929 – Charles Duke
#1930 – Mary Whyte, Veterans
#1931 – Education programs
#1901* – SC Hall of Fame Profiles

V. Implementation Plan

In October, members of our team decided to sit down with the Assistant General Manager. The purpose of the meeting was to make sure the program had the proper support from management to continue the series. The team was concerned that rumors were in the air and that changes would take place. We had two scenarios to present so that we were all clear on how to proceed with this local weekly show.

Scenario 1 – We must be fully staffed for this signature local show. Our viewers and survey takers told us that our stories do matter in SC. We do not have the staff available on a regular basis or dedicated to the program. We would like more staff trained so that we have a variation of resources for Producers, Directors in our pool. Our request to get this program up and running properly would include the following:

1. New Executive Producer (EP)
2. 4 dedicated Producers (storytellers)
3. Restore EFP/Directors
4. New graphics and identifiable brand
5. Get Studio up and running

Pro: This scenario could keep our signature program on schedule with weekly planned content. At this time, producers are pulled from stories to work on other projects. Content is limited, the stories are picked based on what is available, as opposed to what makes sense to include in the episode. The story lines do not have any continuity. Our studios are not available/not working for creation of wraps or any other content creation. The team would like to do some *live* shows. This scenario would be the most ideal purpose of getting this show up and running properly and create a quality program.

Scenario 2: Palmetto Scene creates content in sets. For example, 12 episodes are created, and in the can, take a break from weekly broadcast (during the break, repeats would air) and create 12 more new episodes. We could also repackage episodes and include digital pieces from our new digital series and have those pieces enter the broadcast schedule.

Pro/Con: This scenario gives the team time to create content and put that content together before scheduling the series on air. It gives flexibility for things that are timely to be pushed to the forefront and even consider going live. Team members felt this could lose momentum with our audience. The series could get lost.

Additional Scenario: Move Palmetto Scene to its own Cultural programming division and out of News and Public Affairs, so that News and Public affairs staff can concentrate on the News and Public Affairs platform and expand those titles, while the Palmetto Scene titles concentrate on cultural programming.

Pro/Con: Team was very mixed about this because the pool of people would be the same in getting dedicated staff to cover show creation of both divisions.

The Assistant Director; gave full support of the show and made sure to say that she wants this show to proceed and that her choice would be to go with Scenario 1. During that meeting, we discussed that from the top, each Manager would be responsible to make sure that each Producer (storyteller) would contribute to providing the stories needed for the show. These managers would be more in tuned with weekly priorities of getting Palmetto Scene ready and being mindful to balance discussions of new projects and pulling producers from the show. We discussed the pool of Producers, training/cross training on all levels so that all Directors/Producers are up to speed/level. We would also have our regional stations involved in producing segments as well, and they would contribute two stories a month. One of our hurdles would be in addressing #5 from Scenario 1 (page 11) with getting our Studios up and running. The studio is used to produce wraps between show segments and to personalize the brand of Palmetto Scene. Getting the studios up to speed would cost major funds; and in this meeting, we found out that an energy efficiency audit was now attached to the studios. We would now have to go into another studio which would require proper lighting and building a new set. Moving from one studio to another would be a lot of work, but the only way to establish the Palmetto Scene brand. This was not the best scenario but was a working solution. We also could do wraps in the field at different locations, which is what is currently happening. Getting our studios up to speed would require a commitment from our VP of engineering and he was on board in working this out for the show.

All stakeholders were involved and communicated with to make Palmetto Scene come to life. The Assistant General Manager, Managers of Content, Producers, Directors, EFP, Regional Stations, and Engineering. We all heard the same message and was committed to doing our

best to make this local show succeed. This made my heart jump for joy, because I finally felt like we were rebuilding the process of a show that was totally dysfunctional and now, we had the necessary support to make it functional. One more piece to the puzzle is that the Assistant General Manager, agreed to break up the division so that we had a cultural programming platform and a News and Public Affairs platform. Our current Executive Producer of Palmetto Scene was moved over to the News and Public affairs division and we identified a new EP for Palmetto Scene to take us into a new direction with this show. Everyone was happy with this change. Momentum was on our side. The team felt these were good steps to move forward. We had a plan, and direction; and we could figure out how to properly execute changes. Due to the upcoming holidays and pledge drive, our plan would be to get our studios up and running by February; and start the new season with new shows in the same month. We would also work on producing generic promos, and eventually weekly promos for TV/Radio as the show progresses and studio becomes more accessible. We will be working with our Social Media Manager to tag groups/people on social media and enhance its presence. Our new EP of Palmetto Scene scheduled meetings with Managers as well as the team members who would be working on the show. Discussions included what was discussed at the very first meeting (see page 4). Although we have a pool of producers, the goal is to identify the four dedicated producers that will be assigned to the show.

New show ideas were discussed, updating the format of the show, and adding Palmetto Scene specials that were outside of the normal format were ideas. Also, as mentioned before, doing live shows would not be ruled out. This conversation also reinforced incorporating the ideas from the Survey Monkey questionnaire, question 8. We also confirmed that we would be doing

26 shows per year. Due to Fundraising drives, this show is always pre-empted. The new EP also understood that working a few months in advance was the best way to plan for the series and keep on track with a vigorous schedule of weekly shows. During testing of scheduling this program in primetime at 8:30pm, I was able to share with our team that we saw a .60 at the test scheduling of this show. This February, we will change the broadcast time from 7:30p to 8:00pm. This change will be closely monitored.

Obstacles that have come to mind is that while still in transition in getting the internal structure in line to finally produce a quality show, the ratings may still not show us the higher ratings that we would like to see. I looked at shows in our neighboring areas or like shows (locally produced) to get ratings on their shows. North Carolina has a weekly show called "North Carolina Weekend", and the ratings show that in early fringe (between 5p-7pm) this show reflected an average of .13 in May 2019. However, in primetime broadcast (8p-11p) this show reflected an average of .51 in the same time period (**TRAC Media Services**). I think if we can consistently increase month by month, it will make the process successful. I think we now have a model to use for our local shows. There would be no extra costs associated with getting this program up to speed, unless we need to hire outside freelance workers. This research focused on the issues of rebuilding the show. We found that the same pool of producers is being used for many projects, which caused a crash in getting stories in a timely fashion, which in turn produced repeated segments in an episode. While this show is still in transition of getting in order, it is too early to connect that we will see an increase in ratings. We will however continue to test this process while in progress mode. This led me to consider a standard operating procedure (SOP) to keep us on track and update them as needed.

SOP

1. Show must get proper backing support from Management.
2. Identify Team members and ensure each member has buy-in and vision in project.
3. Ensure proper resources and identify: 1) people, includes producers/directors, 2) equipment, Studio, outside hiring if necessary.
4. Supervisors must be involved in team scheduling so that dedicated staff is not pulled from weekly responsibility of show.
5. Team Meetings (at least monthly) are necessary and required to keep team on track.
6. Securing taping dates for wraps and studio segments. EFP staff are aware and have assigned dates for shoots.
7. Editing dates for show completion are established.
8. Submission of show for technical evaluation 1 week ahead of broadcast date.

VI. Evaluation Method

Since we have identified the issues of how this local program is being produced, the issue of getting the program on a schedule where all parties take responsibility for their part in the process is essential. Creating a quality program from the beginning to the end, is the focus of this research and if we can get good ratings in the process; we will have successfully reached the goal.

Quarterly, for the first year, it would be good to check in with all parties involved to make sure everyone is playing their part. This could be done via surveying Director, Producers, and Supervisors. This would be a good way to ensure the team does not go back to the old ways.

This would also be a good measurement to ensure all parties and resources are being utilized properly or at least how they are intended. The survey could be created by the team of 10 current members and tweak/update the survey as more information becomes available.

Internal Staff PS Survey Questions:

Name: _____

Supervisor: _____

Depending on your assignment, please answer all questions that are applicable:

1. What is your assignment on Palmetto Scene? Ex: Producer, Director, EFP, EP
2. Have you been pulled from Palmetto Scene for any reason? Why?
3. Did you have ample time to produce segment(s)? Did you meet your deadline?
4. How many segments have you completed for this quarter?
5. Did you meet the minimum segment length for the episode?
6. Did you have enough show segments for this episode(s)?
7. Did you have the required equipment available to you for shoot?
8. Was Studio available and staffed for your shoot?
9. Are you involved in team meetings?
10. How many programs had repackaged segments in episodes? How many shows repeated?
11. Would you like to share any additional comments for the creation of this show?

This survey is a good measurement for feedback from the production team; and could be utilized to make the necessary adjustments along the way and keep management in touch with the process. It is a good tool to keep us accountable. We could also create another survey monkey questionnaire to be sent out yearly to get feedback from our viewers. We could use the same model identified in Appendix 2.

VII. Summary and Recommendations

I learned a lot through this process. Initially taking on this project, I thought it would look one way, which was to focus on enhancing the program content; but reimagining this program from the beginning, getting the necessary resources, tools and equipment in place, ultimately became the primary focus. In order to go forward, you must understand history. "The best way to predict the future, is to study the past or prognosticate." **(Robert Kiyosaki)**. I believe as a team, we took the time to communicate with each other and pressed in together to include management in the process to support us. I think the team worked well together. We took a situation that was bleeding and worked together to put the pieces together. This team didn't give up, they kept grinding and felt a part of the process, they felt invested. We encouraged each other. They wanted to help make it better. As I think about my initial thoughts of "what in the world have I done" I'm feeling inspired and invested to keep this going. I feel like this is my baby and the trials of birth are painful, but, in the end, the result is joy. We still have a long way to go with the show. Making sure we have the necessary resources is major. There are still major mountains to climb and staying steady, getting content timely, monitoring the process of putting the show together and having it ready for broadcast at least a week prior to broadcast

is all a part of the process. This reimage was necessary to stop the bleeding of a local program that is very valuable to not only our network, but also telling those stories benefit the viewers of South Carolina. We (team) will continue to communicate to ensure we are constantly on the same page. This program may or may not get an outstanding rating, however, it is truly a mission driven platform from SCETV to give the viewers of the state, our local stories.

APPENDICES

Appendix 1 – Nielsen TV Ratings for Sept. 2018 – December 2018

Nielsen TV ratings Key

KEY

Duration (QH) = Quarter hours – Palmetto Scene is a :30m program

#TC = Number of times Palmetto Scene aired for the month

RTG = Rating

SHR = Share

HH = Household viewership

IMP = Household Impressions (local for Columbia) viewership

STN = Station Totals for the State of South Carolina – viewership

SEPTEMBER 2018 (08/23 – 09/19)

PROGRAM	TRACKAGE	VIEWING SOURCE	AFFL.
PALMETTO SCENE		WRLK-TV 35.1	PBS

DAYS OF WEEK	START TIME	END TIME	DUR (QH)	# TC	HH			
					RTG	SHR	IMP(U nits)	STN TOT(Units)
...Th...	7:30p	8:00p	6	3	0.26	0.29	870	870

OCTOBER 2018 (09/27 – 10/24)

TIME PERIOD	VIEWING SOURCE	AFFL.	PROGRAM					
Th 7:30PM-8:00PM	WRLK-TV 35.1	PBS	PALMETTO SCENE					
DAYS OF WEEK	START TIME	END TIME	DUR (QH)	# TC	HH			
					RTG	SHR	IMP(Units)	STN TOT(Units)
...Th...	7:30p	8:00p	8	4	0.30	0	1,056	5,737

NOVEMBER 2018 (10/25 – 11/21)

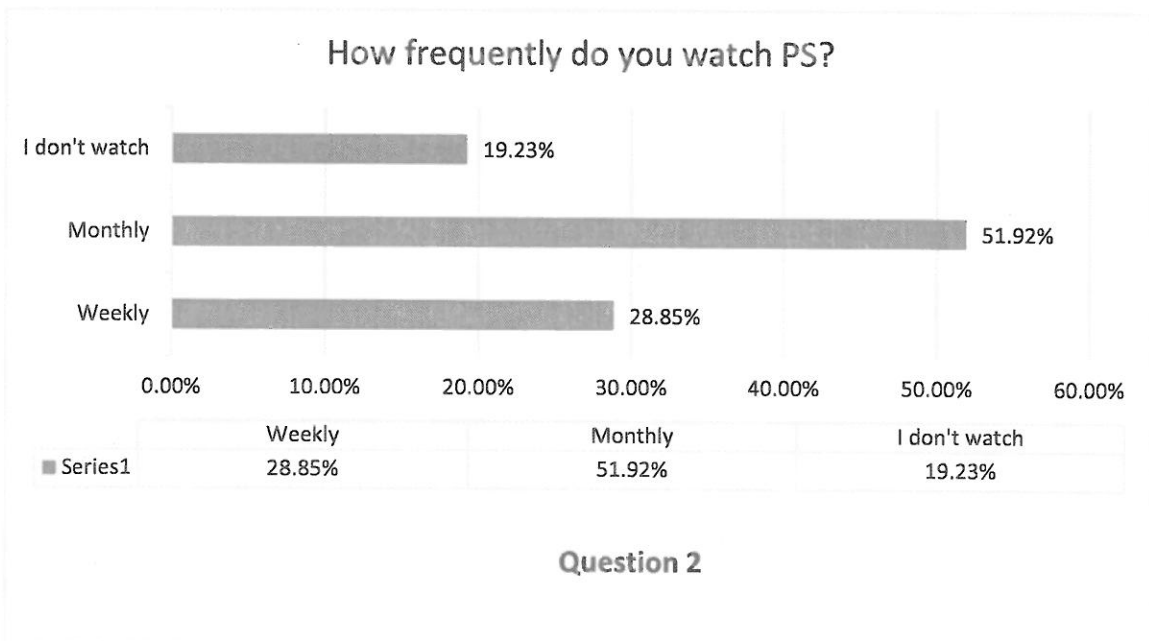
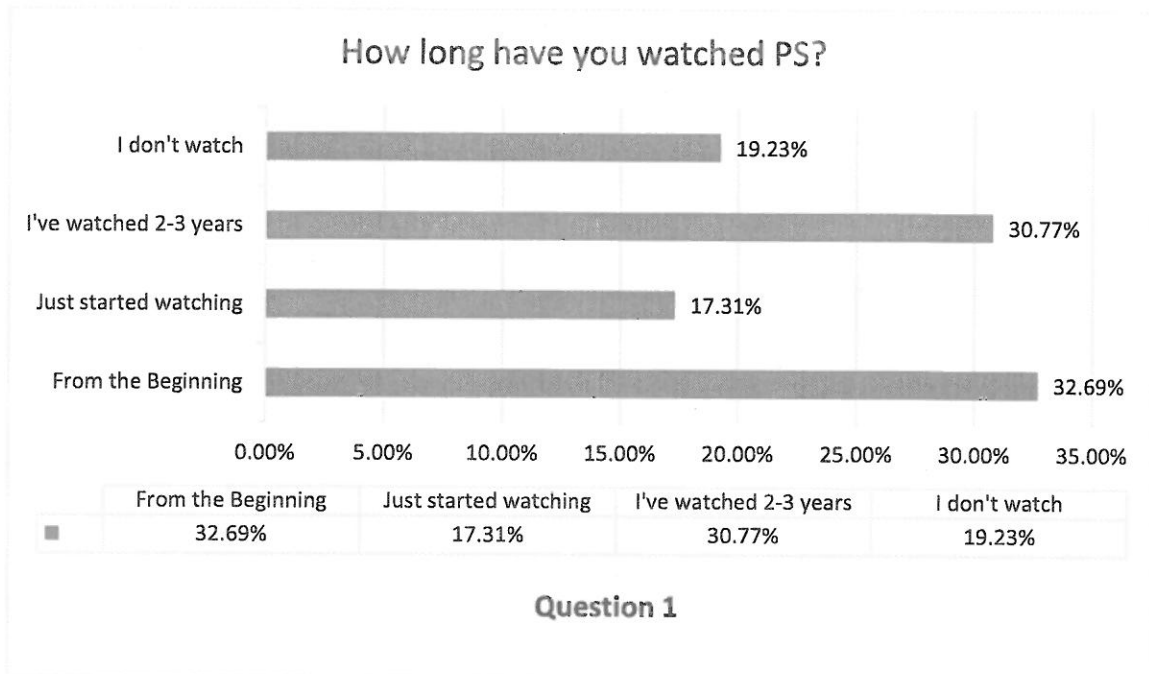
TIME PERIOD	VIEWING SOURCE	AFFL.	PROGRAM					
Th 7:30PM-8:00PM	WRLK-TV 35.1	PBS	PALMETTO SCENE					
DAYS OF WEEK	START TIME	END TIME	DUR (QH)	# TC	HH			
					RTG	SHR	IMP(Units)	STN TOT(Units)
...Th...	7:30p	8:00p	6	3	0.60	1	2,184	6,068

DECEMBER 2018 (11/29 – 12/26)

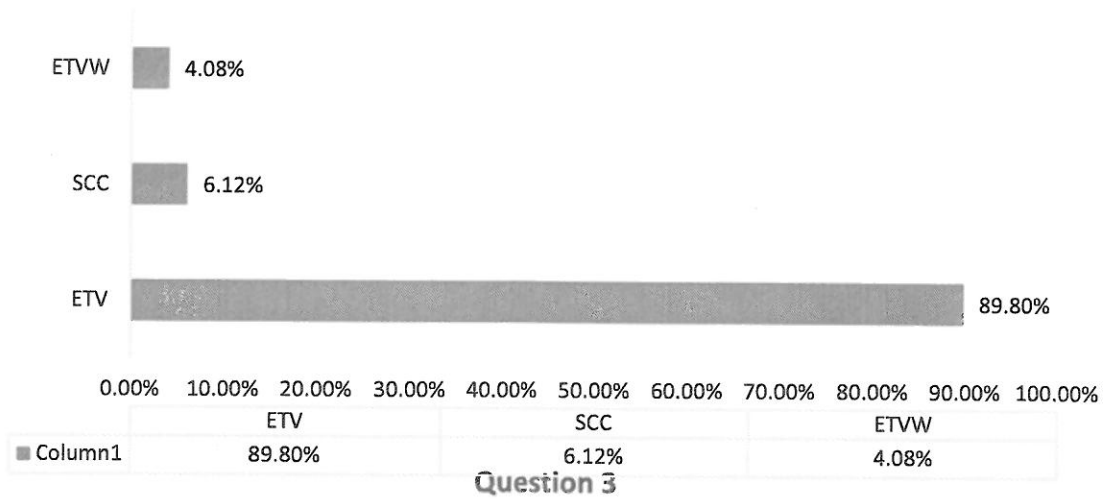
TIME PERIOD	VIEWING SOURCE	AFFL.	PROGRAM					
	WRLK-TV 35.1	PBS	PALMETTO SCENE					
DAYS OF WEEK	START TIME	END TIME	DUR (QH)	# TC	HH			
					RTG	SHR	IMP(Units)	STN TOT(Units)
...Th...	7:30p	8:00p	4	2	0.60	1	2,229	8,429

Appendix 2

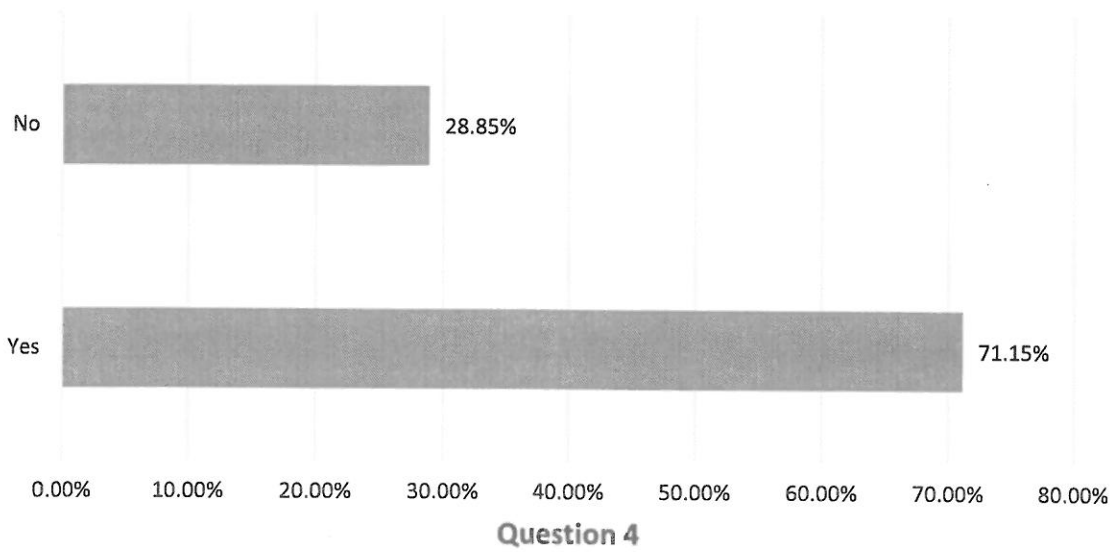
10 Questions - Survey Monkey Questionnaire



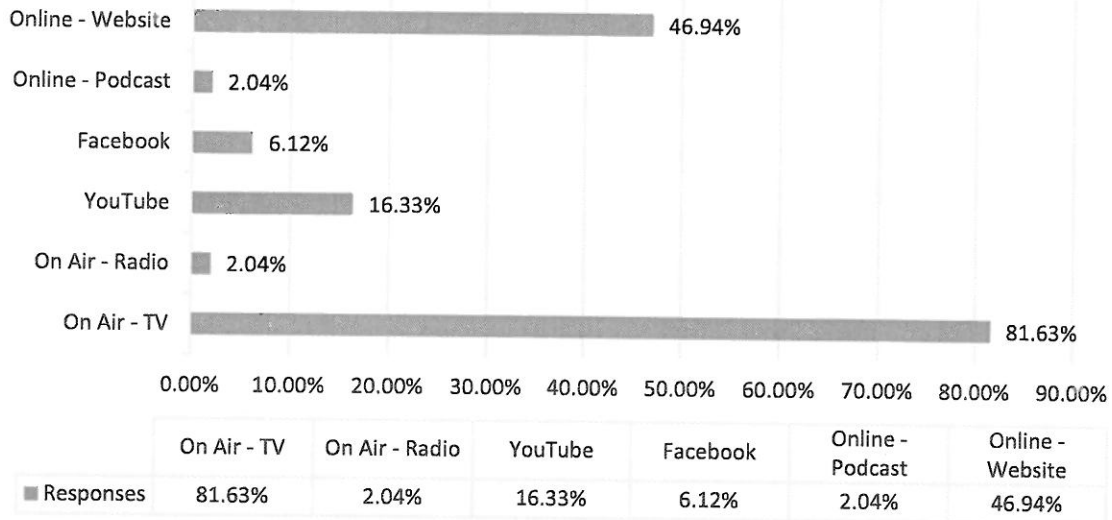
Which channel do you view PS?



Did you know you can watch past episodes of PS online?

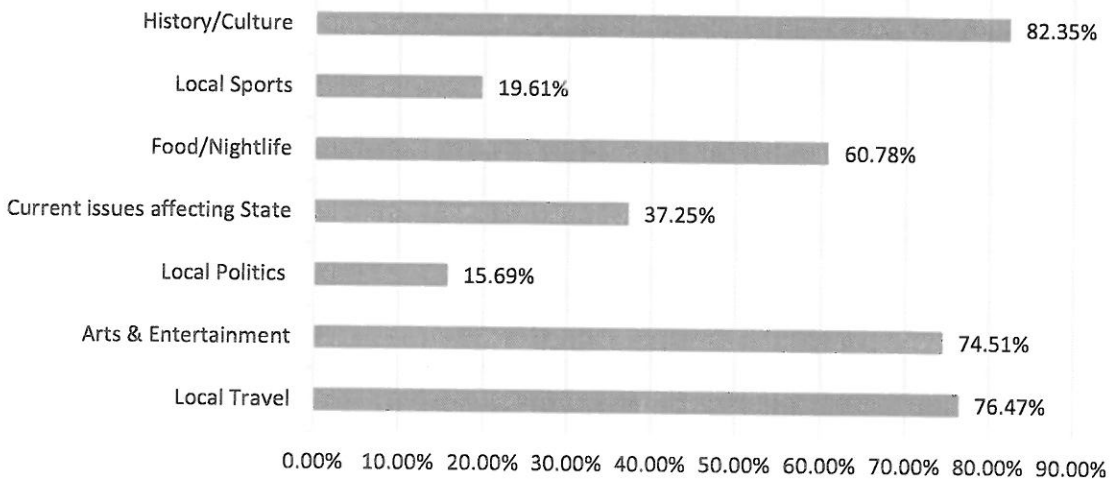


How do you watch/listen to PS?

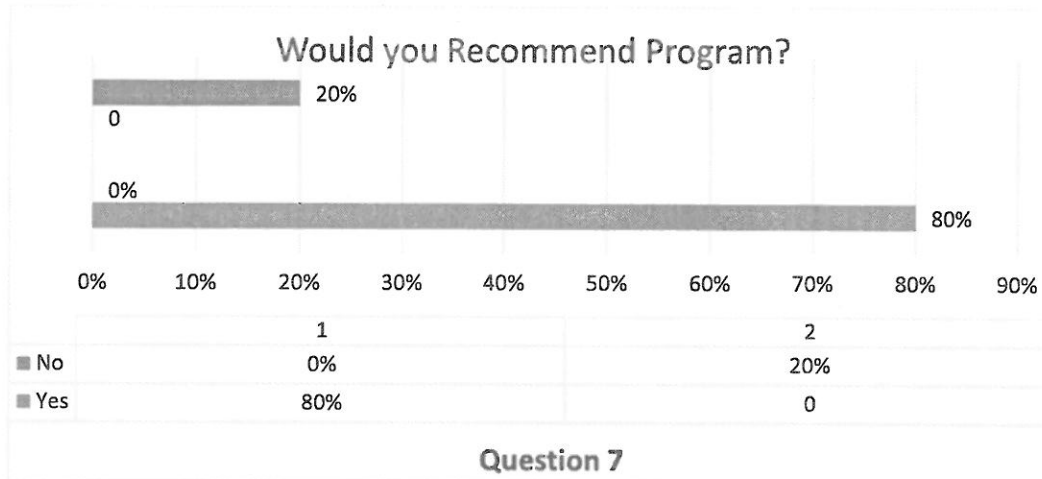


Question 5

What Kind of stories would you like to see on PS?



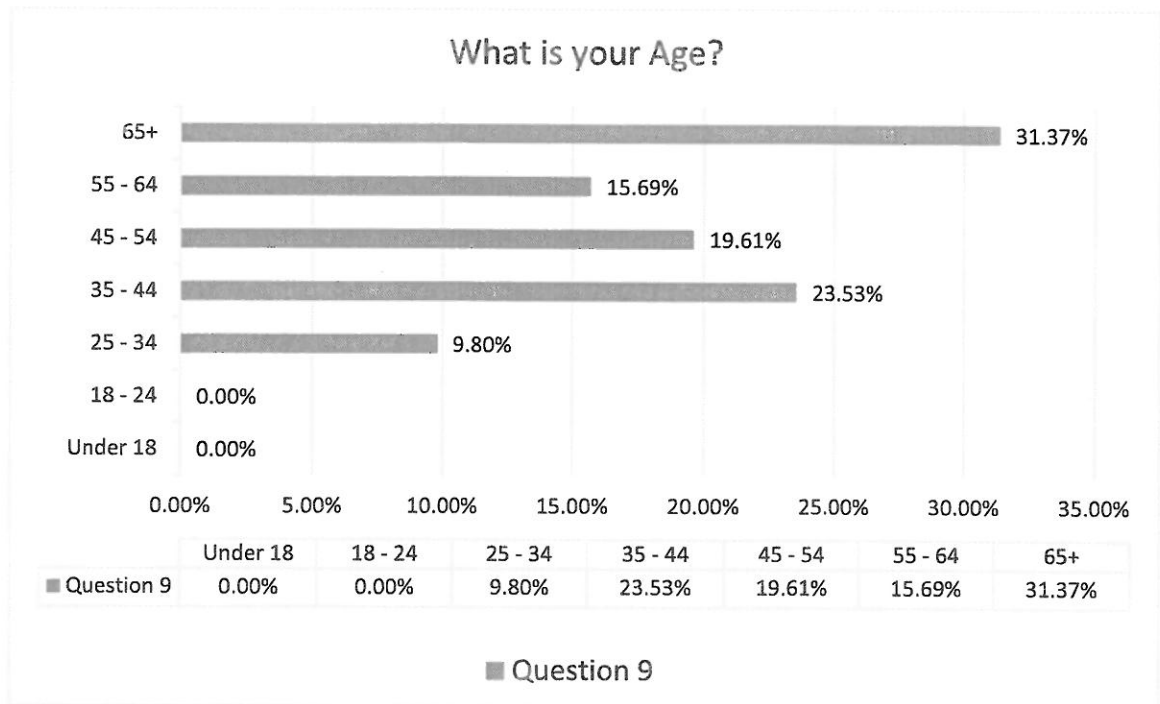
Question 6



Q8. If you could change any part of the show what would it be?

- Good shows would like more of a heads up about upcoming stories. Maybe feature more in newsletter. Not everyone can see posts on social media.
- Update the set and do more PR for the show
- More historical and art segments
- More diversity and entertainment, jazz, pop, local activities in communities, safety
- More appealing to millennials
- More sports
- Creating a style/look and consistency in story structure
- YouTube video quality and inconsistent content
- Liven it up in content. It appeals to 50+ audience only. It would be great to hear about new event/businesses/festivals that occur around the state, more travel and entertainment and current events that are not just for older viewers.
- More travel and unique SC places
- Hire more dedicated Producer/Director and shooters so they don't have to struggle with haphazard content.
- Less reprised segments. Mixing old stories with the new ones makes it hard to keep my attention when I've already seen a segment several times in other episodes. That's when I fast forward through the DVR.
- Consistency in content, more graphics
- I would like to see host and reporters within segments. I think the stories go too long. I also listen to SC Public Radio daily and I would love to see a segment about SC Public Radio journalists on PS.
- New hosts or varying hosts
- Provide PS production staff additional lead time, research and editing support

- Show needs focus
- Complete format and editorial re-design.
- More multi-cultural segments



Q10. What city do you live in?

Columbia, Blythewood, Lexington, Gresham, Sumter, Summerville, Rembert, Gaston

Appendix 3 – Nielsen TV Ratings for September 2019 – November 2019

SEPTEMBER 2019 (08/29 - 09/25)

PROGRAM	TRACKAGE	VIEWING SOURCE	AFFL.
PALMETTO SCENE		WRLK-TV 35.1	PBS
		WRLK-TV 35.1	PBS

DAYS OF WEEK	START TIME	END TIME	DUR (QH)	# TC	HH			
					RTG	SHR	IMP(000)	STN TOT(000)
.....Su	1:00p	1:30p	8	4	0.12	0.19	483	2963
...Th...	7:30p	8:00p	8	4	0.31	0.36	1212	6014

OCTOBER 2019 (10/03 - 10/30)

PALMETTO SCENE		WRLK-TV 35.1	PBS
		WRLK-TV 35.1	PBS
		WRLK-TV 35.1	PBS

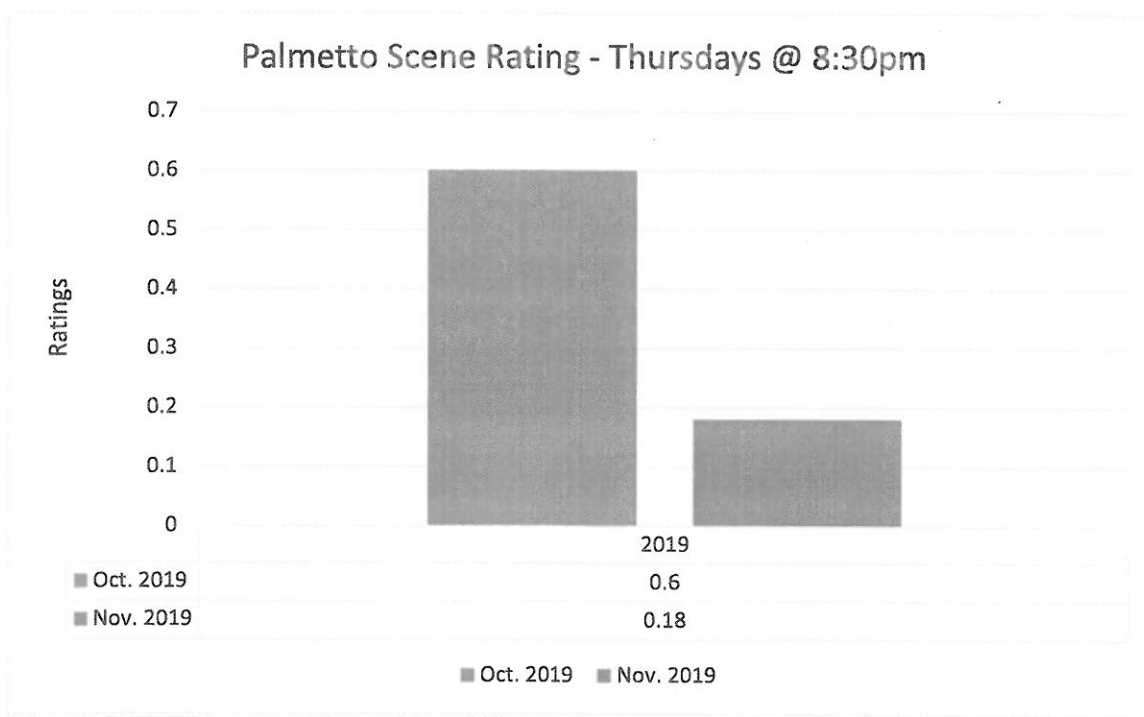
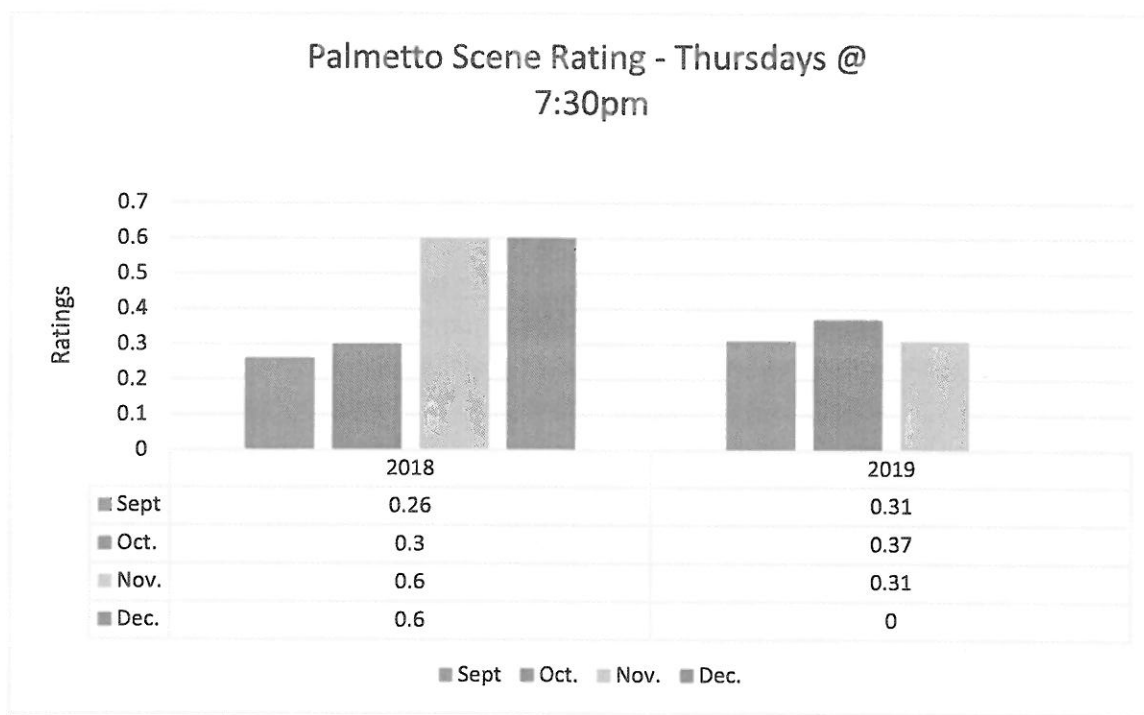
DAYS OF WEEK	START TIME	END TIME	DUR (QH)	# TC	HH			
					RTG	SHR	IMP(000)	STN TOT(000)
.....Su	1:00p	1:30p	8	4	0.09	0.14	336	2458
...Th...	7:30p	8:00p	8	4	0.37	0.45	1356	5921
...Th...	8:30p	9:00p	8	4	0.60	0.62	2203	5626

NOVEMBER 2019 (10/31 - 11/27)

PROGRAM	TRACKAGE	VIEWING SOURCE	AFFL.
PALMETTO SCENE		WRLK-TV 35.1	PBS
		WRLK-TV 35.1	PBS
		WRLK-TV 35.1	PBS
		WRLK-TV 35.1	PBS

DAYS OF WEEK	START TIME	END TIME	DUR (QH)	# TC	HH		IMP(000)	STN TOT(0 00)
					RTG	SHR		
.....Su	1:00p	1:30p	8	4	0.18	0.28	641	3312
.....Su	5:30p	6:00p	6	3	0.29	0.36	1056	5243
...Th...	7:30p	8:00p	8	4	0.31	0.34	1141	5655
...Th...	8:30p	9:00p	4	2	0.18	0.19	670	3857

Appendix 4



IX. Sources Cited:

Nielsen Research: Nielsen Answers – eVIP: www.nielsen.com

TRAC Media Services: www.tracmedia.com

Merriam-Webster Dictionary – www.merriam-webster.com

Robert Kiyosaki Quotes: [https://www.azquotes.com/author/8111-Robert Kiyosaki](https://www.azquotes.com/author/8111-Robert_Kiyosaki)